

CONSUMER'S PERCEPTION TOWARDS ONLINE SHOPPING

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ABSTRACT

Recent days online shopping is playing an important role in a consumer's life. The increasing of the internet usage in present scenario, it will help to transfer or marketing the goods and services through the internet. The online shopping is helps to purchase the goods and service without leaving their home places that is the greatest interest of every consumer to make online shopping. The study deals with the youth generation especially the internet users are showing more interest in online shopping and their perception to be extent. Descriptive research method is used to describe the characteristics of a group of target population therefore the study follows the descriptive research method. Further the sample was collected with adapting Non-Probability under convenience sampling technique. The sources of data are primary as well as secondary. Primary data was collected through a self administered questionnaire from online shoppers in and around Dharmapuri District it consists of both open ended and close ended. The study was undertaken with a sample of 150 respondents. The statistical tools such as percentage analysis, percentage analysis and chi square test used for the study. There is no significant association between educational qualification and consumer perception towards online shopping.

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INTRODUCTION

The recent years, commerce via the Internet, or e-commerce, has experienced a rapid growth in India. The increase in the number of the online shoppers is greater than the growth in Internet users, indicating that more internet users are becoming comfortable to shop online. The internet explosion has opened the doors to a new electronic world, which facilitated in taking business to another level. The internet is also used for online banking,

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cheating with their friends, to use the social media's, to know the recent updated news etc... The online shopping is a form of electronic commerce whereby consumers openly buy the goods and services from internet seller. The two most commonly cited reasons for online shopping have been convenience and price (Chen and Chang, 2003). The capability of purchasing without leaving your place is of great interest to many consumers. Moreover, the use of internet tools for price searching and comparison provides an additional. Consumer found that they no longer need to accept the fixed prices for the products and services because with just a click button, they can get goods and services at the lowest price with higher quality. It is important for online businesses interested in venturing into the online market to understand their consumers' perception towards online and what factors influence their shopping decisions.

The paper is organized as follows. In the first section to give an introduction about online shopping and literature review regarding consumers' online buying behaviour and the factors that encouraging or hindering online shopping is presented. This is followed by the methodology and the results of the research. The last section concludes with findings and conclusion directions for the future research.

1.1 Review of Literature

The online buyers differ in their perception towards website design, website customer service, website security and website reliability. They are also of the view that regular online buyers were much more satisfied than other online buyers. **Mohdlayag Aahamed et al.**, have studied online shopping and intention to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by exogenous factors, product characteristics, previous online shopping experiences and trust in online shopping. **Benedict et al., (2001)** their study emphasis online buyers differ in their perception discovered that overall website quality, commitment factor, customer service and security. **Zia UIHaq** he studied Resulted that the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help markers to gain the competitive edge over others. **M. Rajesh et al., (2013)** conduct a study online buyers in their perception towards appearance, quick loading, customer security, sitemap, validity, advertisement, attractiveness, believability and originality. The results showed that security and validity of website were widely approved by online consumers. **Mehrdad Salehi (2012)** have analyses that we buildup such a framework based on previous research on consumer adoption of new self-service technologies and internet shopping systems. The research suggests that consumer's perception towards internet shopping first depends on the direct effects of relevant online shopping features.

1.2 Importance of the Study

Online shopping is becoming an extreme popular in the world. It is increasing day-by-day especially from younger generation. Its saves the people from overwork of hopping from one shop to another to buy the items they require. However, with so many online retailers selling a large verity of products, it becomes impossible for even online shoppers to decide what to buy and from where. Moreover, from consumer point of view trust, worthiness and safety are considered to be important phenomenon. In order to understand

consumer's perception on online shopping and factors which influence it, a deep study is made at Dharampuri District.

1.3 Statement of the Problem

Generally, many people are using internet, but the maximum internet users are young generation especially the students and IT employees. They use internet for reading, playing, chatting with their friends and making shopping etc. Hence it is necessary to study the consumer's perception regarding online shopping. The respondents involved in this research study were selected from various places in and around Dharampuri District with the condition of having had experience in online buyers. The respondents cover in this research who do online shopping frequently in and around Dharampuri area and they supposed to have experience in online shopping.

1.4 Objectives

1. To analyse the factors that influence the consumers to online shopping.
2. To know how the consumer's perception towards online shopping.

1.5 Hypotheses

1. There is no significant association between gender and consumer perception towards online shopping.
2. There is no significant association between educational qualification and Consumer's perception towards online shopping.

METHODOLOGY

The descriptive research method is used to describe the characteristics of a group of target population therefore the study follows a descriptive research method. Further the sample was collected with adapting Non-Probability under convenience sampling technique. The sources of data are primary as well as secondary. Primary data was collected through a self administered questionnaire from online shoppers in and around Dharampuri District and it consists of both open ended and close ended. The study was undertaken with a sample of 150 respondents. The scales are used for collecting the data was 'Five Point Likert Scale' ranging from 5 for 'strongly agree' down to 1 for 'strongly disagree. The secondary data those data are collected directly from the relevant websites, Journals and books. The statistical tools such as percentage analysis, percentage analysis and chi square test used for the study.

ANALYSIS AND INTERPRETATION

3.1 Classification of the Respondents Based on Age Group

Table – 1: *Age of the Respondents*

Age	Frequency	Percentage
21-25	100	66.7
26-30	35	23.3

31-35	15	10.0
Total	150	100.0

Sources: *Primary Data*

Age is a significant factor in the life of human being as it reflects the maturity level of an individual and is an important variable in any research. It is evident from the above table-1 that majority of the respondents 66.7 percent belong to the age group of 21-25, and very few respondents belong to the age group of 31-35, i.e., they are only 10 percent.

3.2 Classification of the Respondents Based on Gender

Table – 2: *Gender of the Respondents*

Gender	Frequency	Percentage
Male	75	50
Female	75	50
Total	150	100.0

Sources: *Primary Data*

The study on gender of respondents is very important in any research as it determines the factors influence online shopping. It is seen from the table-2 that half of the respondents 50 percent are male and the other half 50 percent are female.

3.3 Classification of the Respondents Based on Educational Qualification

Table – 3: *Educational Qualification of the Respondents*

Qualification	Frequency	Percentage
Up to +2	40	26.7
Undergraduate	45	30.0
Postgraduate	65	43.3
Total	150	100.0

Sources: *Primary Data*

Educational qualification will determine the purchase pattern style of a consumer. Table-3 presents that most of the respondents 43.3 percent are post-graduates while only 26.7 percent have studied up to higher secondary level.

3.4 Classification of the Respondents Based on Occupation

Table – 4: *Occupation of the Respondents*

Occupation	Frequency	Percentage
Salaried	70	46.7
Professional	35	23.3
Businessman	10	6.7
Students	35	23.3

Total	150	100
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Sources: *Primary Data*

A person's buying pattern is also influence by his occupation. Table-4 revealed that 46.7 percent of the respondents are belonging to salaried group. Next to them 23.3percentof the respondents belong to professional group and equal numbers of the respondents are also students. Very few percentage ie., 6.7 percent of the respondents are businessman.

3.5 Classification of the Respondents Based on Monthly Income

Table – 5: *Monthly Income of the Respondents*

Income	Frequency	Percentage
6000-10000	25	16.7
10001-15000	80	53.3
15001-20000	10	6.7
No Income	35	23.3
Total	150	100

Sources: *Primary Data*

Monthly income is another important criterion, which can exert influence in shaping the consumption pattern. Table-5 clearly indicates the level of income of the respondents. More than half of the respondent 53.3 percent belongs to the income group of 10001-15000 and 6.7 percent belong to the income group of 15001 to 20000.

3.6 Classification of the Respondents Based on Goods Purchase from Online Shop

Table – 6: *Goods Purchase from Online Shop*

Particulars	Frequency	Percentage
Books	85	56.7
Toys	5	3.3
Gifts	15	10.0
Computer	5	3.3
CD/DVD	5	3.3
Tickets	5	3.3
House wares	10	6.7
Flower	5	3.3
Software	15	10.0
Total	150	100.0

Sources: *Primary Data*

Online shopping has grown tremendously due to benefits it has over the regular shopping. From the buying equipments, software, and various items, everything is available within our reach. Table-6 shows that 56.7 percent of the respondents purchase books through online and only few buy toys, gifts, computer, and other items.

3.7 Classification of the Respondents Based on Reasons for Online Shopping

Table – 7: *Reasons for Online Shopping*

Particulars	SA	A	N	DA	SDA	Total
Saves time	90	60	0	0	0	150
Save money	45	85	10	10	0	150
More efficient	25	80	45	0	0	150
home delivery	55	80	10	0	5	150
Quick shopping	55	80	10	0	5	150

Sources: *Primary Data*

Consumers are increasingly relying on the internet as a source of information on which they base their purchase decision. Table-7 explains the reasons for shopping online by the respondents. Out of 30 respondents, 36 percent of the respondents strongly agreed and 51.33 percent of the respondents agreed over various reasons for online shopping.

3.8 Classification of the Respondents Based on Factors Influencing Online Shopping

Table – 8: *Factors Influencing Online Shopping*

Particulars	SA	A	N	DA	SDA	Total
It always easy to find good offer	45	80	10	10	5	150
Quality	30	65	45	5	5	150
Discount	15	70	55	5	5	150
Simple payment method	25	70	40	10	5	150
Unavailability of local region	35	80	20	10	5	150
Guarantee	25	70	35	15	5	150
Convenience	35	75	25	10	5	150
Better price	35	55	35	20	5	150
Less expenses	10	75	25	35	5	150
Comparison of prices	25	80	20	20	5	150
Buying old (or) unused stuff at low prices	15	45	60	20	10	150
More choice of products	35	75	30	5	5	150
Safety for your money	35	65	35	10	5	150
Reliable shopping	30	65	50	0	5	150

Sources: *Primary Data*

Online consumers today are more sophisticated than they were ten years ago, or even five years ago. They're not afraid to make a purchase online, but they will go out of their way to make sure they get value and are very concerned about privacy and security. After analyzing the table-8 it is found that the majority 18.80 and 46.19 percent of the respondents were strongly agreed and agreed due to the factors that influence online shopping.

3.9 Classification of the Respondents Based on Factors Influencing Online Shopping

Table – 9: *Online Shopping: Level of Satisfaction*

Particulars	Frequency	Percentage
Highly Dissatisfied	5	3.3
Dissatisfied	15	10.0
Neutral	10	6.7
Satisfied	115	76.7
Highly Satisfied	5	3.3
Total	150	100.0

Sources: *Primary Data*

The fulfillment of a demand of consumer will determine the level of satisfaction of a consumer. Table-9 shows that majority 76.7 percent of the respondents were satisfied after making purchase through online. Only 10 percent of the respondents were dissatisfied with their purchase through online.

3.10 Classification of the Gender and Consumer Perception towards Online Shopping

- **H₀:** There is no significant association between gender and consumer perception towards online shopping

Table – 10: *Result of Tests of Independence between gender and consumer perception towards online shopping*

Chi-Square Test	Value	Df	P-Value
Pearson Chi-Square	0.286 ^a	3	0.963

Sources: *Primary Data*

As the calculated value of chi-square (0.286) is more than the table value (0.963) at 5% of the significant, the null hypothesis is accepted. It is concluded that there is no significant association between gender and consumer perception towards online shopping.

3.11 Classification of the Educational Qualification and Consumer Perception towards Online Shopping

- **H₀:** There is no significant association between educational qualification and consumer perception towards online shopping

Table – 11: *Result of Tests of Independence between educational qualification and consumer perception towards online shopping*

Chi-Square Test	Value	Df	P- Value
Pearson Chi-Square	0.536	2	0.765

Sources: *Primary Data*

As the calculated value of chi-square (0.536) is more than the table value (0.765) at 5% of the significant, the null hypothesis is accepted. It is concluded that there is no

significant association between educational qualification and consumer perception towards online shopping.

FINDINGS

- Two third (66.7%) of the respondents belong between the age group of 21 to 25 years.
- Half (50%) of the respondents are male.
- More than one third (43.3%) of the respondents have studied PG degree.
- More than one third (46.7%) of the respondents are salaried.
- More than two fourth (53.3%) of the respondents earn between 10001 to 15000 per month.
- More than two fourth (56.7%) of the respondents purchase books.
- More than two fourth (51.33%) of the respondents agree positively over the various reasons for approaching shopping online.
- More than one third (46.19%) of the respondents agree that they are influenced by the various factors responsible for online shopping.

4.1 Limitations

There are some limitations in the present study. First, the present study is limited to online shoppers' sample from Dharampuri District. Another limitation is the respondent's selection, which is based on convenience. Finally, results are subjected to common limitation of accuracy of response.

CONCLUSION

E-shopping is becoming popular now days. Even though some problems are identified from the online shopping, still it is convenient and beneficial from the respondent's point of view. The research study reveals that specifically the younger generations are mostly and frequently engaged in process of online shopping. No doubt, the factors viz., quality, discount, simple payment methods, less expensive are the factors influenced the online buyers and account for consumer satisfaction. The present study focuses on the interest among the young generation is more towards the online shopping and this will be increasing in the future. This will be also great challenge to the traditional shopping mode.

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